

## Appendix B – Advertisements

### Advertisement 1




### Advertisement 2




### Advertisement 3

**JUUL**

June 30, 2015 · 

"A stunning addition to the world of electronic cigarettes" - [#OakIron](#)

Read reviews by [WIRED](#), [TechCrunch](#), [The Verge](#) and more:



JUULVAPOR.COM

**Introducing JUUL - Smoking Evolved**


Check it out: <https://www.JUULvapor.com>


 4

1 Share



 Like

 Comment

 Share

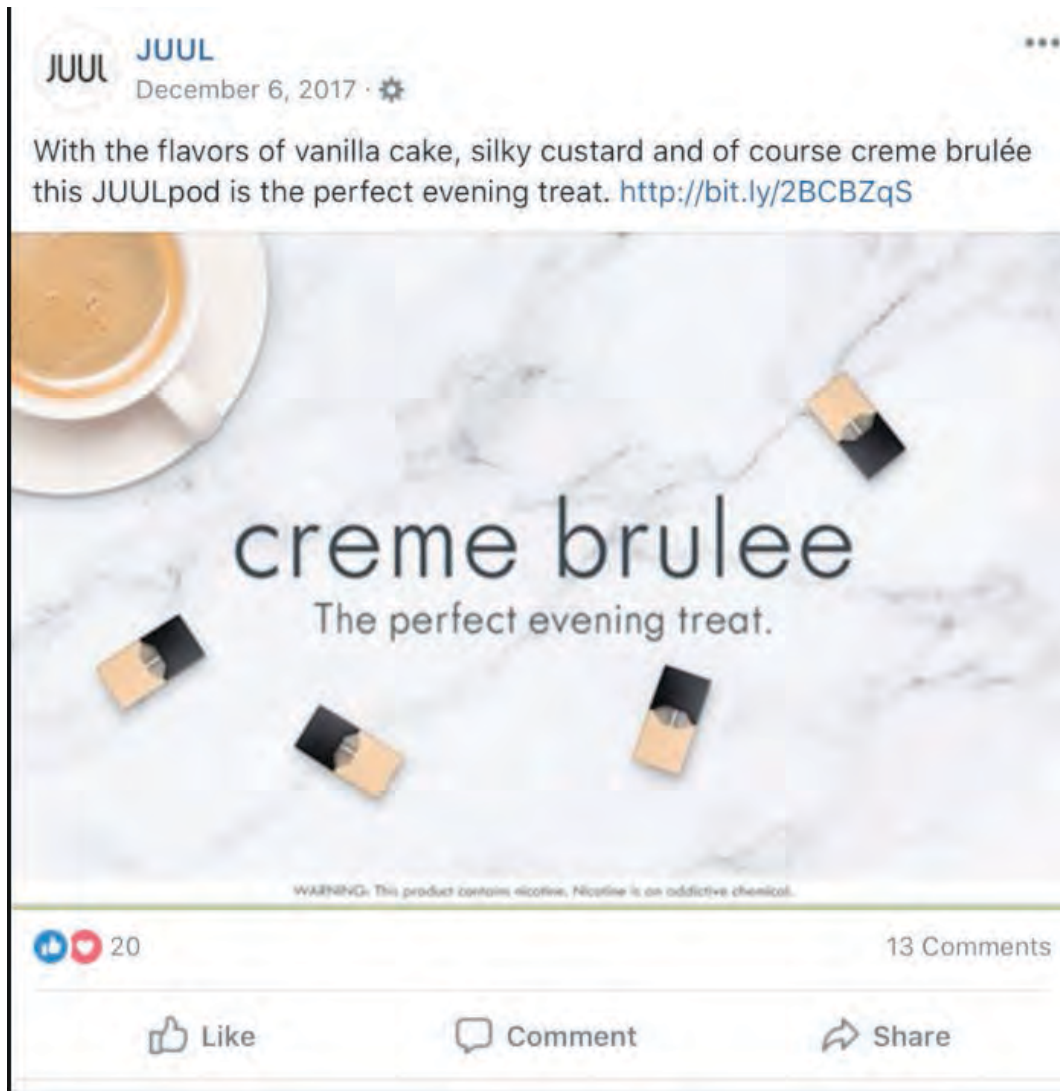


Write a comment...

Press Enter to post.

#### Advertisement 4



#### Advertisement 5





## Advertisement 6

Click to View Larger Image



## Advertisement 7



Advertisement 8



## Advertisement 9 (reduced smell)

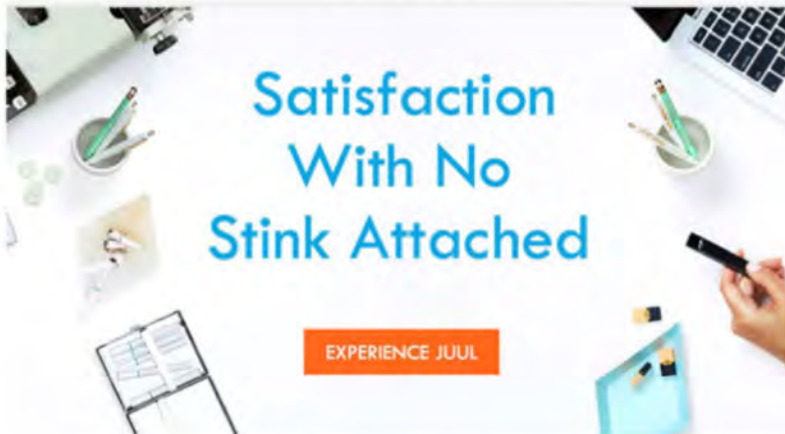
### No Stink Attached

1 message

JUUL <hello@juulvapor.com>  
Reply-To: JUUL <hello@juulvapor.com>  
To:

Wed, Feb 22, 2017 at 7:00 PM

# JUUL



Gone are the days of smelling like an ashtray.  
JUUL is discreet with minimal odor.  
Your friends will thank you.

## Advertisement 10 (reduced smell)

# KEEP KISSABLE

A vintage-style illustration of a man and a woman in formal attire embracing. The man is holding a cane. In the foreground, there is a pack of Old Gold cigarettes. The text "NOT A COUGH IN A CARLOAD" is written around the pack.

...WITH  
OLD GOLDS

OLD GOLDS were created to give you THROAT-EASE... as well as a more delightful tasting cigarette. But the makers also considered your breath, your lips, your teeth, as well as your THROAT.

They created a pure-tobacco cigarette ... free of *coriander* and other greasy artificial flavorings that burn into clinging, staining, breath-tainting vapors.

To avoid unpleasant aftermaths, smoke pure-tobacco OLD GOLDS. Their clean, sun-ripened, natural-flavored tobaccos will be like honey to your THROAT. And they leave no objectionable odors either on your breath or clothing, or in the room.

HERE'S THE PROOF®

Open up a pack of OLD GOLDS and smell the tobacco. Do the same with any other cigarette. Judge for yourself which has the natural, pleasant, all-tobacco aroma. It's a favor to your family and friends, as well as to yourself, to smoke NATURAL-FLAVORED, pure-tobacco OLD GOLDS.

© F. Lorillard Co., Inc.

“ARTIFICIAL FLAVORS” TO TAINT THE BREATH . . . OR SCRATCH THE THROAT



**Advertisement 11 (Graphic with technology claim)**



**Advertisement 12 (Graphic with technology claim)**



**Advertisement 13 (Billboard with smoke)**



**Advertisement 14 (Billboard with vapor)**





## Advertisement 15 (Colors)



**100% ADDITIVE-FREE NATURAL TOBACCO**

THIS TOBACCO TASTES UNLIKE ANY YOU'VE EVER SMOKED, AND THAT'S THE POINT.

Natural American Spirit began with a simple mission – do away with all of the extras. Use only tobacco without additives, without shortcuts, without compromises.

We have 13 styles of Natural American Spirit cigarettes, each one suited to a different taste.

We use only 100% additive-free, whole leaf natural tobacco in every cigarette. That alone would make Natural American Spirit different, but it doesn't stop there. We also work with farmers dedicated to responsibly using the earth's resources.

So we enjoy hearing things like: "This doesn't taste like my usual cigarette." That's because it's not supposed to.

**EXPERIENCE NATURAL AMERICAN SPIRIT with two packs for \$2**

PROMO CODE 89983 TryAmericanSpirit.com or call 1-800-435-5515

Offer for two \$1 for \$11 Gift Certificates good toward any Natural American Spirit pack or pouch purchase (excludes 100g tins). Not to be used in conjunction with any other offer. Offer restricted to U.S. smokers 21 years of age and older. Limit one offer per person per 12 month period. Offer void in MA and where prohibited. Other restrictions may apply. Offer expires 12/31/12.

**CIGARETTES**

**SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.**

**No additives in our tobacco does **NOT** mean a safer cigarette.**

SPNTC is a registered trademark of Santa Fe Natural Tobacco Co. © SPNTC 2012

## Advertisement 16 (Colors)



**JUUL STARTER KIT**

## Advertisement 17

©2015 SFNTC (3)

**100%  
ADDITIVE-FREE  
NATURAL  
TOBACCO**

MADE WITH ORGANIC TOBACCO

NATURAL AMERICAN SPIRIT

NO ADDITIVES-FREE NATURAL TOBACCO

No additives in our tobacco does **NOT** mean a safer cigarette.

Organic tobacco does **NOT** mean a safer cigarette.

**TRY 1 PACK FOR \$2.00\***

VISIT [NASCIGS.COM](http://NASCIGS.COM) OR CALL 1-800-435-5515  
PROMO CODE 96343

**CIGARETTES**

\*Plus applicable sales tax  
Offer for two "1 for \$2" Gift Certificates good for any Natural American Spirit cigarette product (excludes RYO products and 30-day limit). Not to be used in conjunction with any other offer. Offer and website restricted to U.S. smokers 21 years of age and older. Limit one offer per person per 12 month period. Offer void in MA and where prohibited. Other restrictions may apply. Offer expires 06/30/16.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

## Advertisement 18

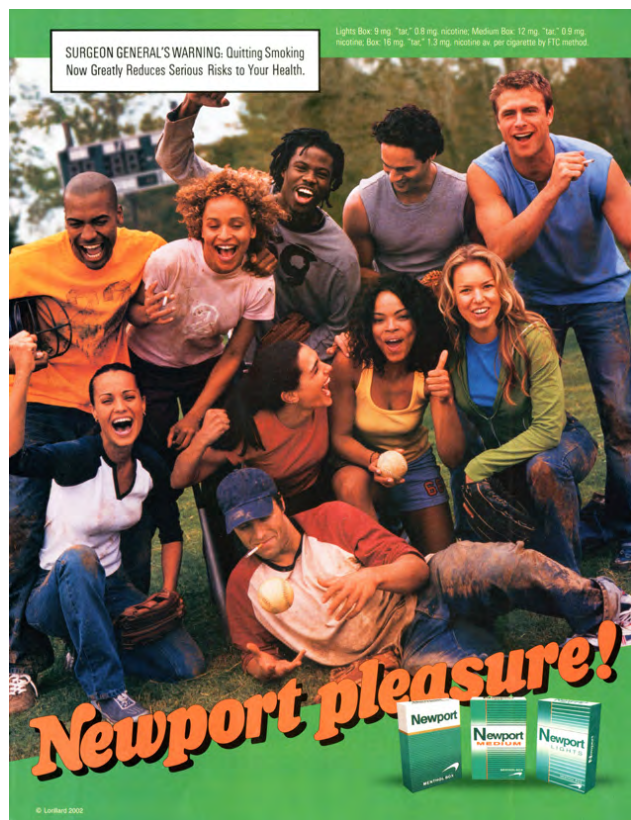
**BUY JUUL**

**JUUL**

**BUY JUUL pods**



## Advertisement 19



## Advertisement 20

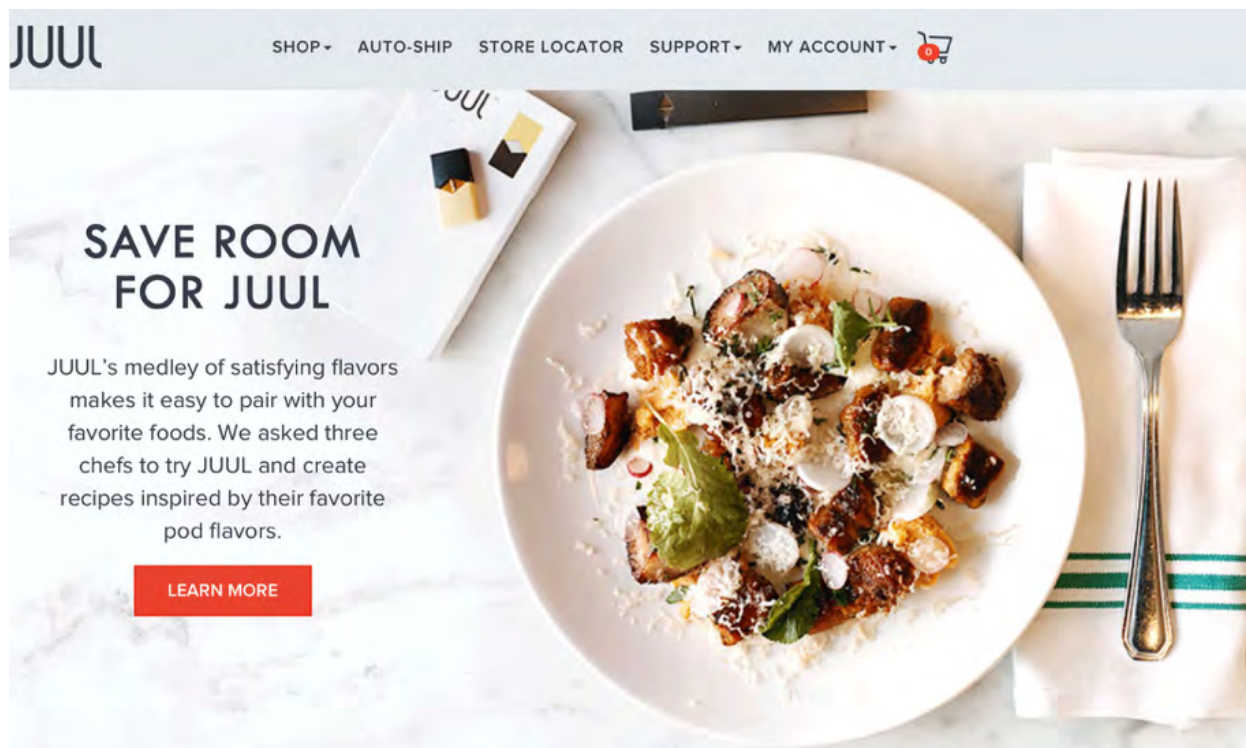




### Advertisement 21 (Food)



### Advertisement 22 (Food)



**Advertisement 23 (Food and relaxation)**

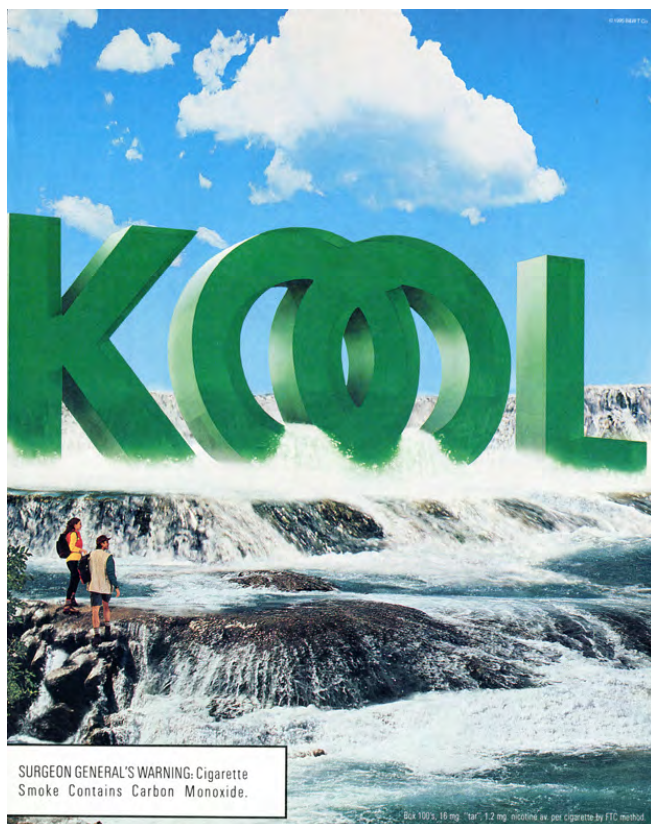


**Advertisement 24 (Food and relaxation)**





**Advertisement 25 (Food and relaxation)**



**Advertisement 26 (Food and relaxation)**





Advertisement 27 (Reduced Smell)



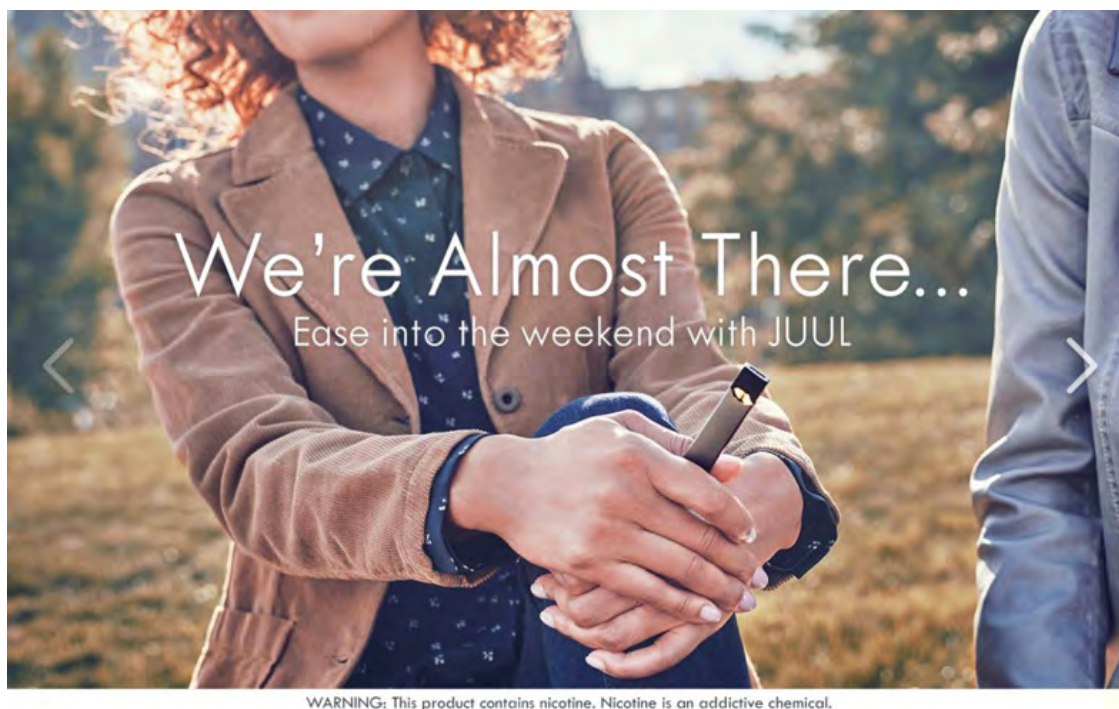
Advertisement 28 (Reduced Smell)



**Advertisement 29 (Style & Romance)**



**Advertisement 30 (Style & Romance)**





**Advertisement 31 (Food & Relaxation)**



**Advertisement 32 (Food & Relaxation)**





**Advertisement 33 (Relaxation after work)**



**Advertisement 34 (Relaxation after work)**



**Advertisement 35 (Style & Romance)**

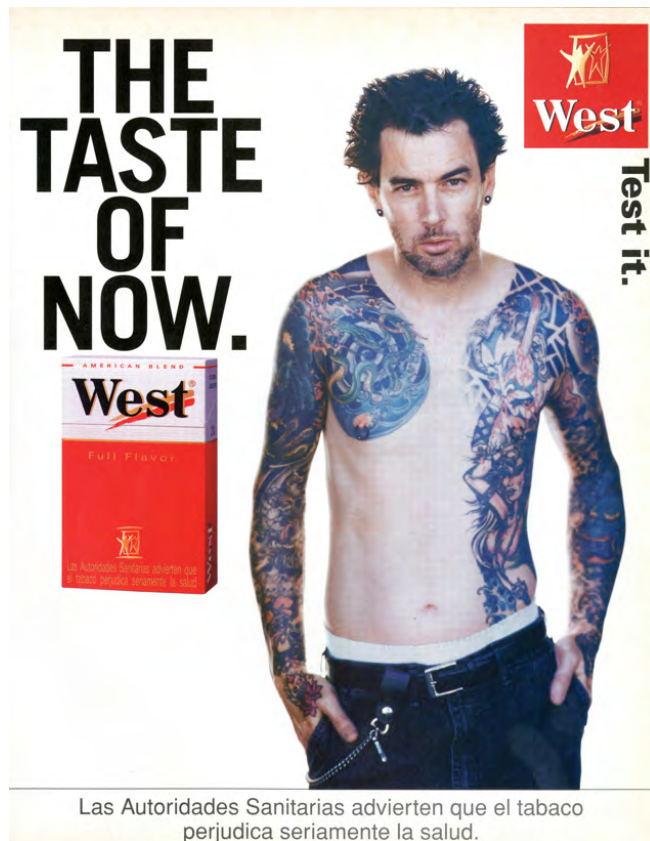


**Advertisement 36 (Style & Romance)**





**Advertisement 37 (Rebellion)**



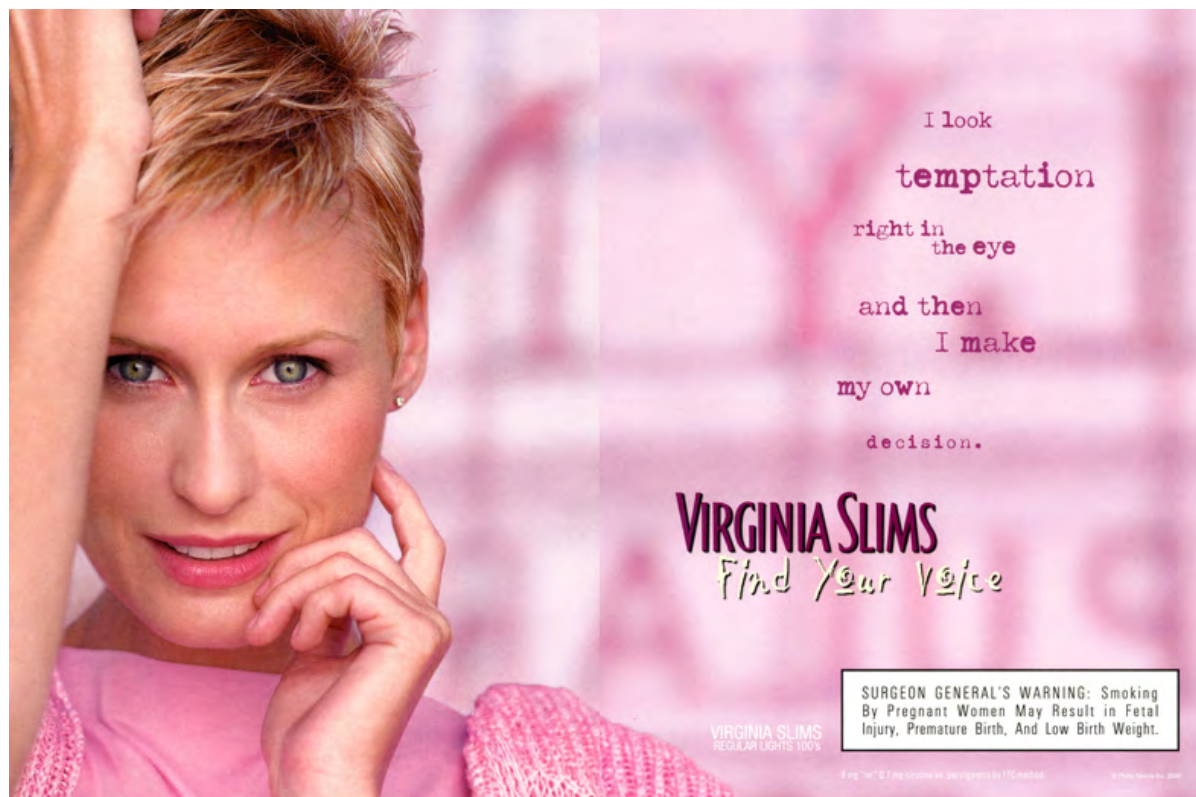
**Advertisement 38 (Rebellion)**







Advertisement 41



Advertisement 42





Advertisement 43 (Harm reduction through technology)

The cigarette that takes  
the *FEAR* out of smoking!

Only one cigarette...  
PHILIP MORRIS... is made  
with "Di-GL"... the great  
scientific discovery that  
protects you from certain  
harsh irritants found in  
every other leading cigarette  
\* \* \*

No other cigarette...  
with or without filters...  
can remove all these irritants

"The exclusive, modern ingredient "Di-GL" for gentler  
smoking that has always been used in Philip Morris."

Other important refining steps  
add greatly to the mildness... aroma...  
richness and rare smoking pleasure  
of Philip Morris!

All the rich flavor and aroma are yours... without the  
need for taste-destroying gadgets or filters. Only  
Philip Morris offers you this record of safety. For your  
pleasure... for your protection... try a variety!

CALL FOR **PHILIP MORRIS**  
America's Finest Cigarette... Make It Yours!



Advertisement 44 (Harm reduction through technology)

**JUUL** SMOKING EVOLVED

STARTER KITS  
**\$49.99**

**BUILT TO SATISFY**

The right nicotine strength and vapor  
quality to provide a powerful and  
smooth experience controlled power  
and temperature allow for a smooth  
delivery system liquid-to-wick cartridge  
system ensures thick, consistent,  
flavorful vapor.

**NOW AVAILABLE ONLINE & IN-STORE**  
FREE SHIPPING ONLINE FOR DOMESTIC ORDERS +\$25

[WWW.VAPORSHARK.COM](http://WWW.VAPORSHARK.COM)



**Advertisement 45 (Style & Beauty)**



**Advertisement 46 (Style & Beauty)**

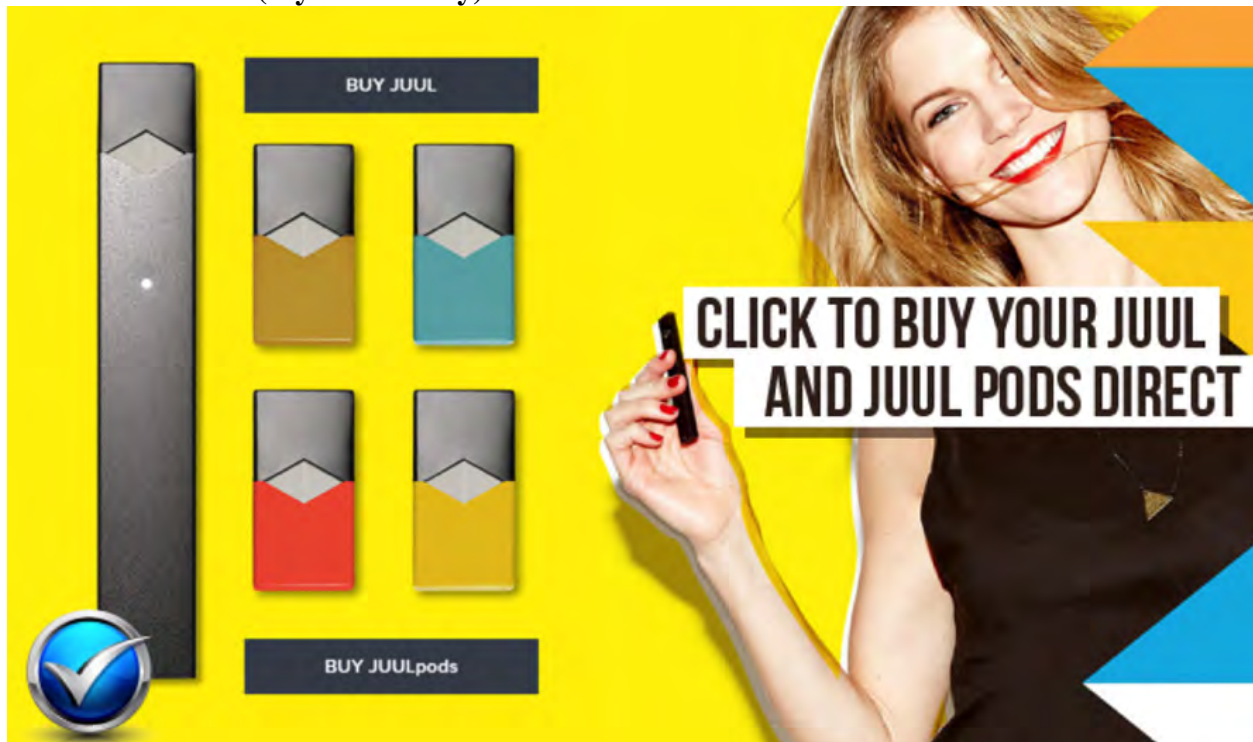




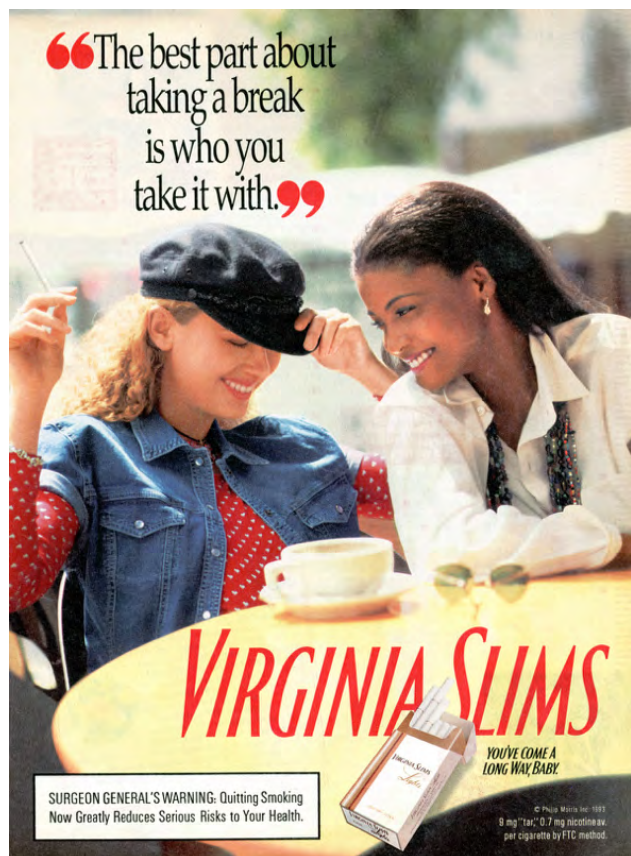
**Advertisement 47 (Style & Beauty)**



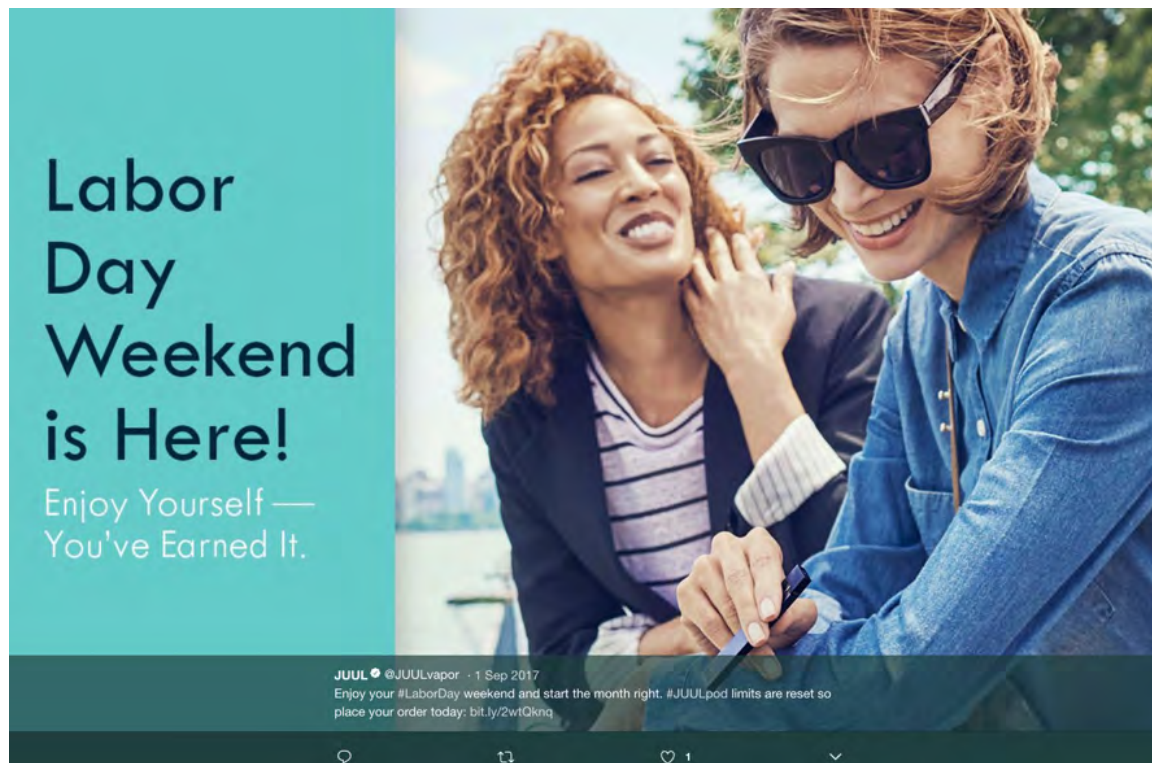
**Advertisement 48 (Style & Beauty)**



**Advertisement 49 (Belonging)**

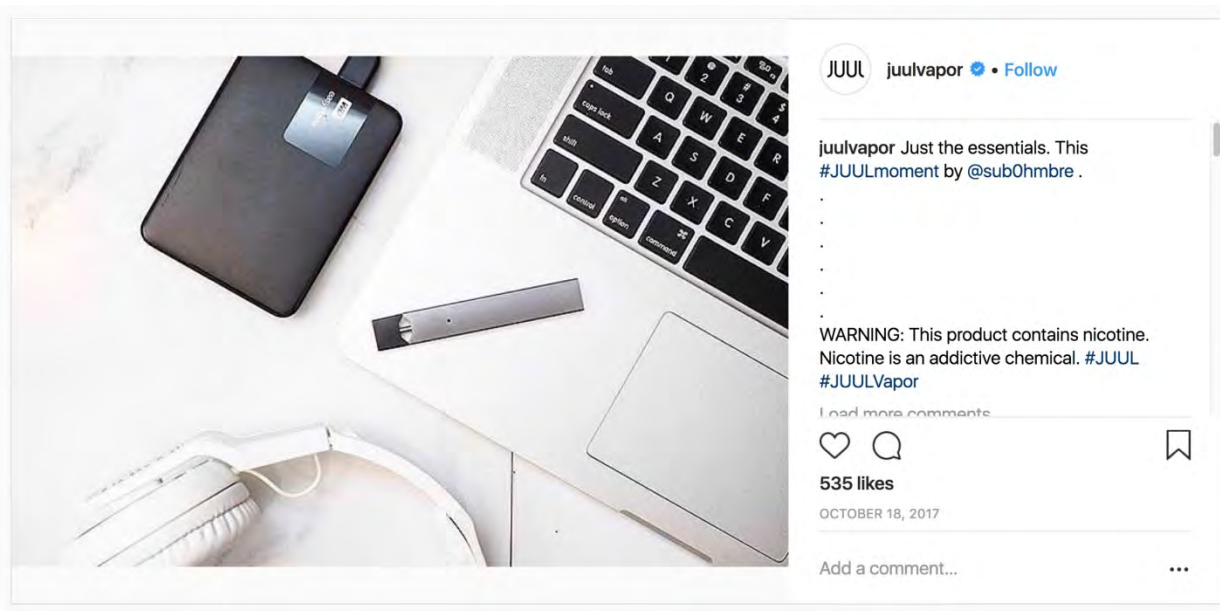


**Advertisement 50 (Belonging)**

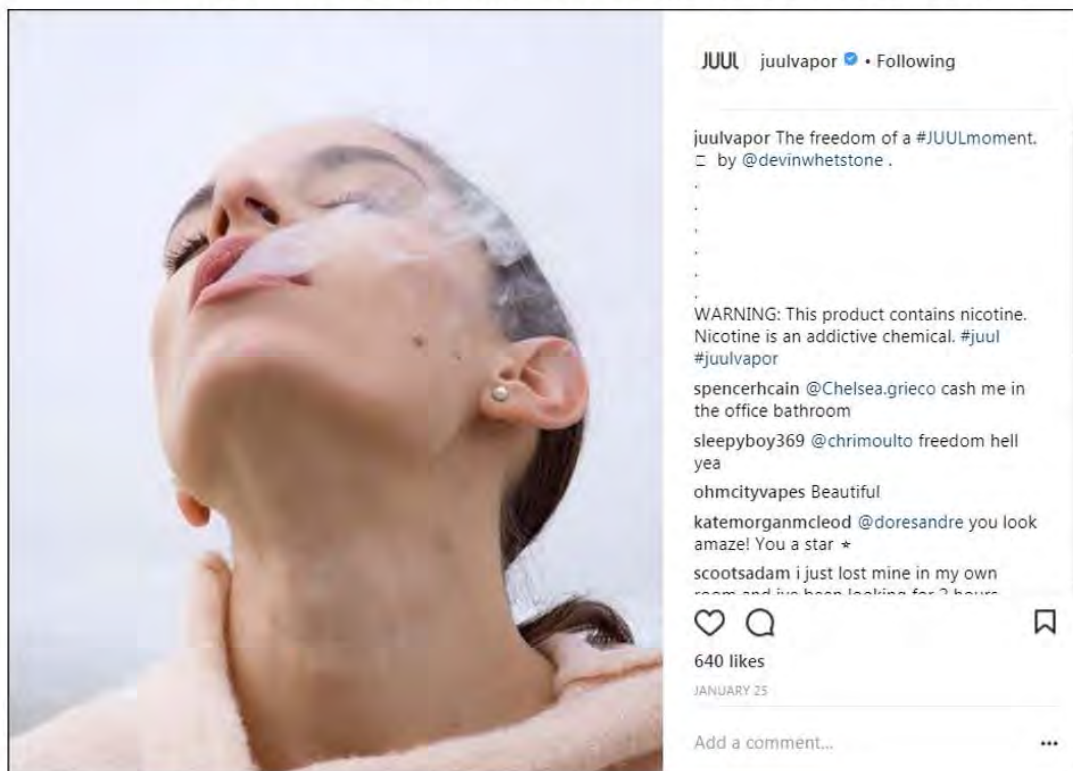




## Advertisement 51



## Advertisement 52







Advertisement 55



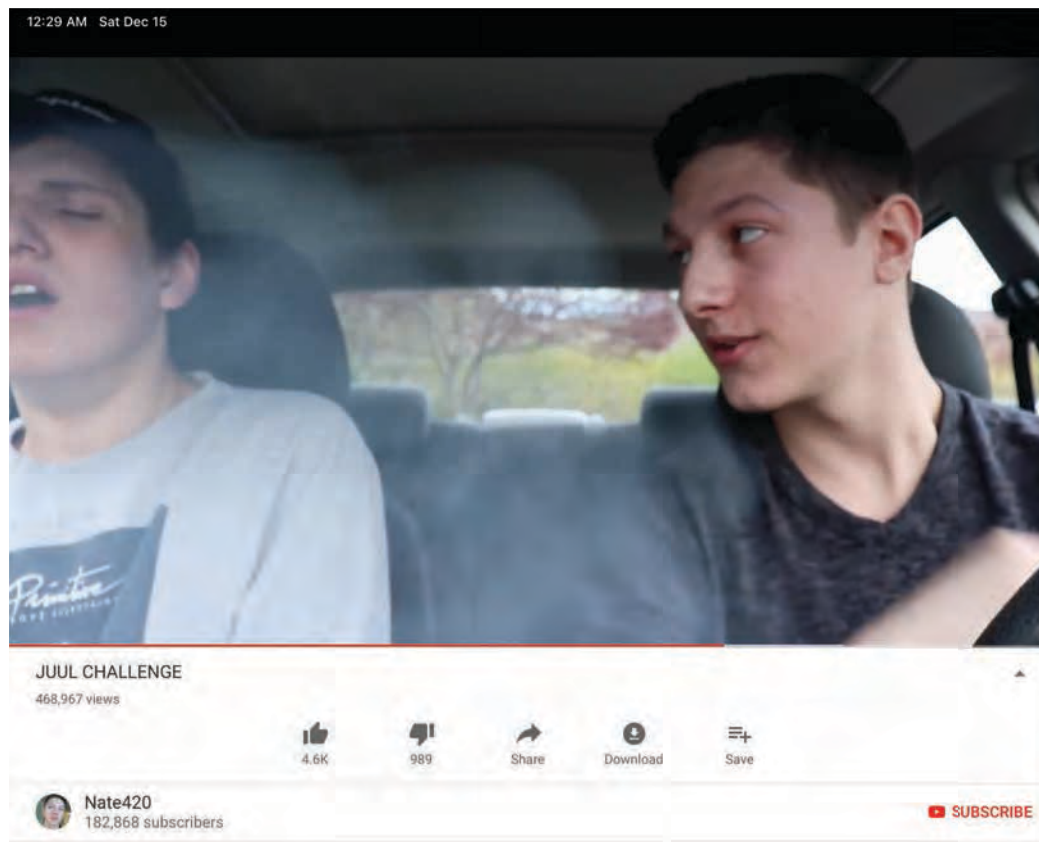
Advertisement 54



Advertisement 55



Advertisement 56





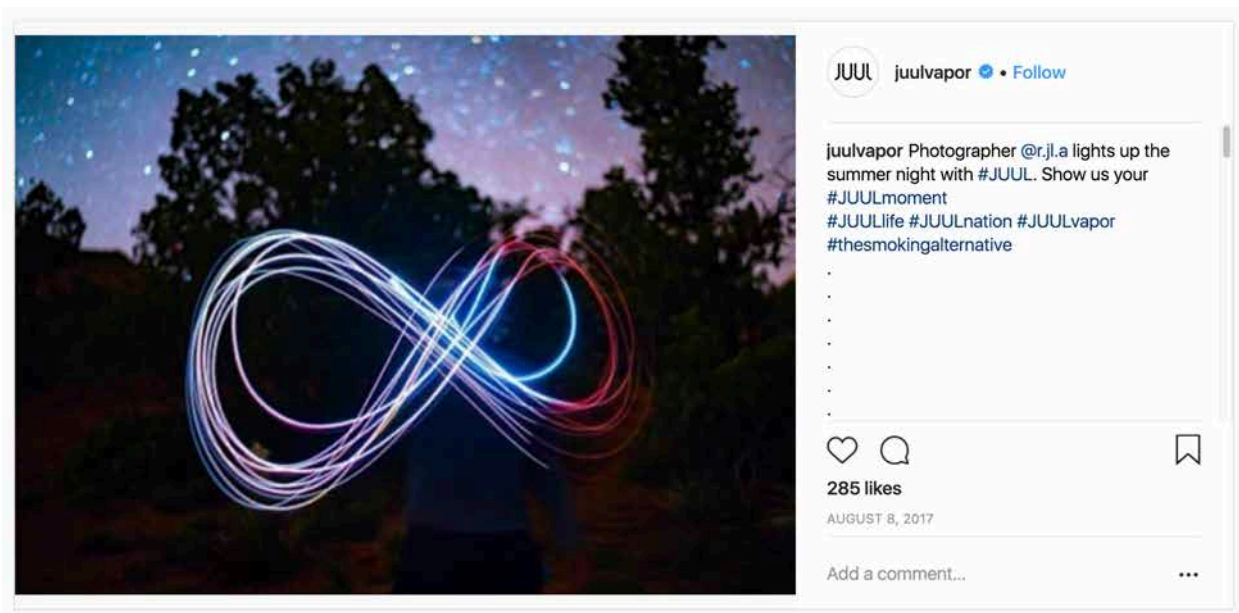
Advertisement 57



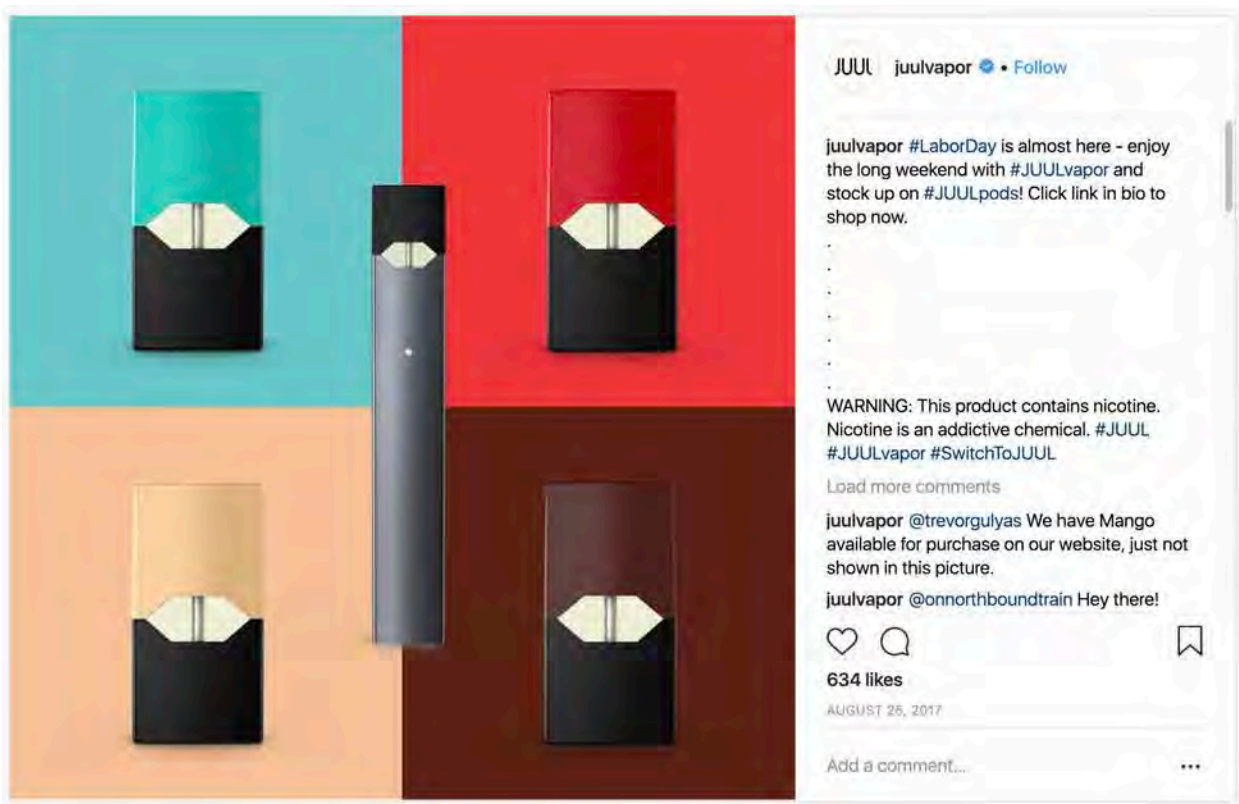
Advertisement 58



Advertisement 59

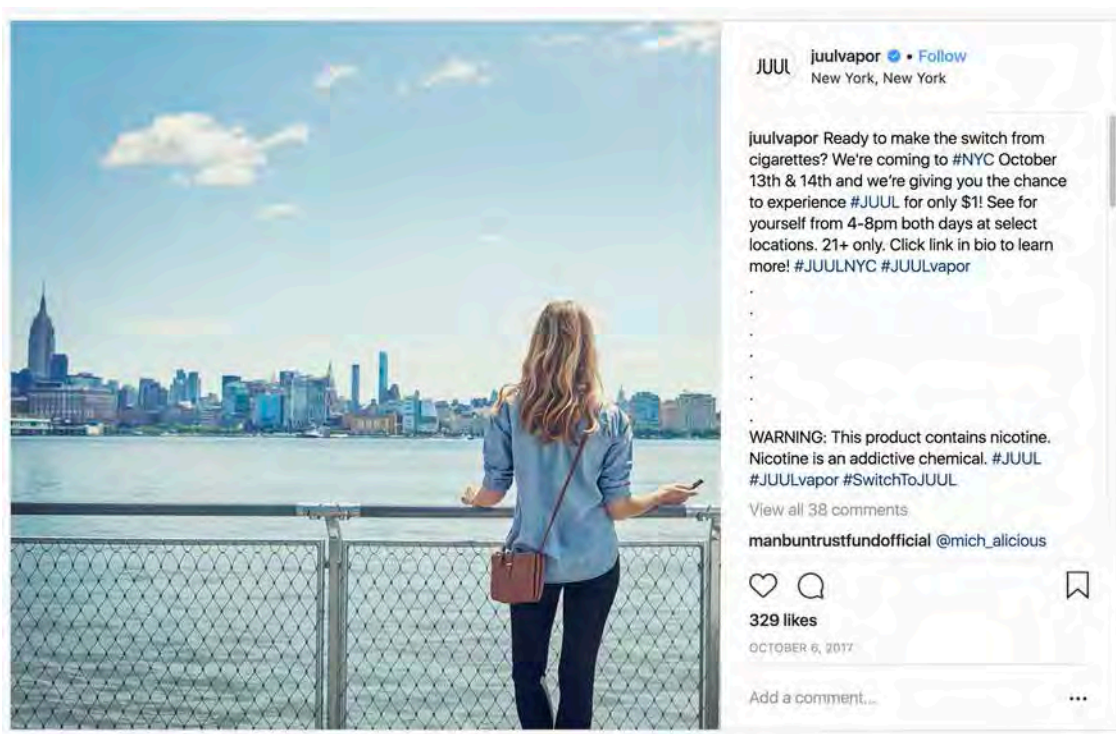


Advertisement 60

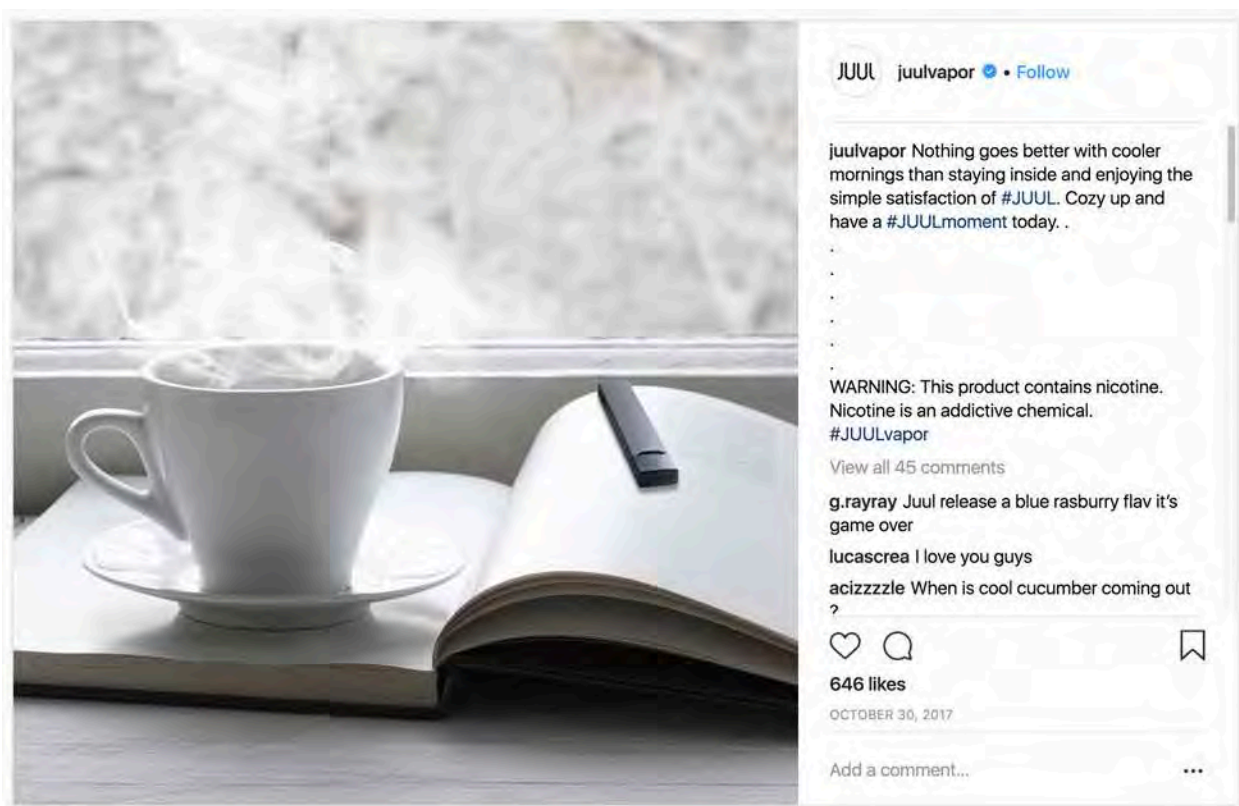




## Advertisement 61



## Advertisement 62



### Advertisement 63

**JUUL** September 18, 2017 ·

Back to Basics: Our JUUL Basic Kits (Device + USB Charger) have re-stocked so shop now: <http://bit.ly/2fg5sk4>



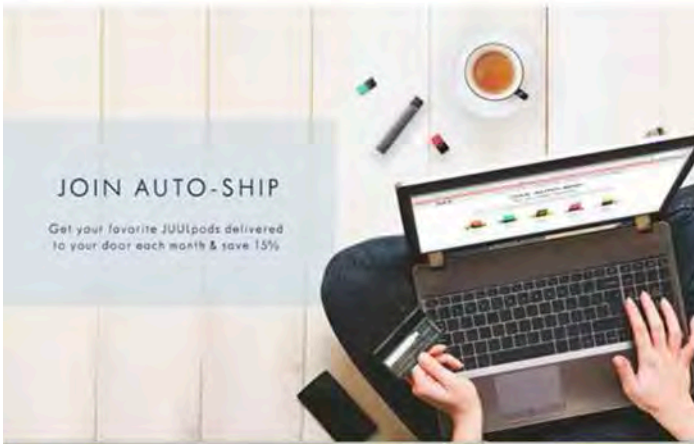
17 20 Comments 2 Shares

Like Comment Share

### Advertisement 64

**JUUL** October 4, 2017 ·

Customize a plan that fits your lifestyle and get select JUULpod flavors delivered to you every month. Join Auto-ship today and save %15 <http://bit.ly/2xbenGt>



3 11 Comments

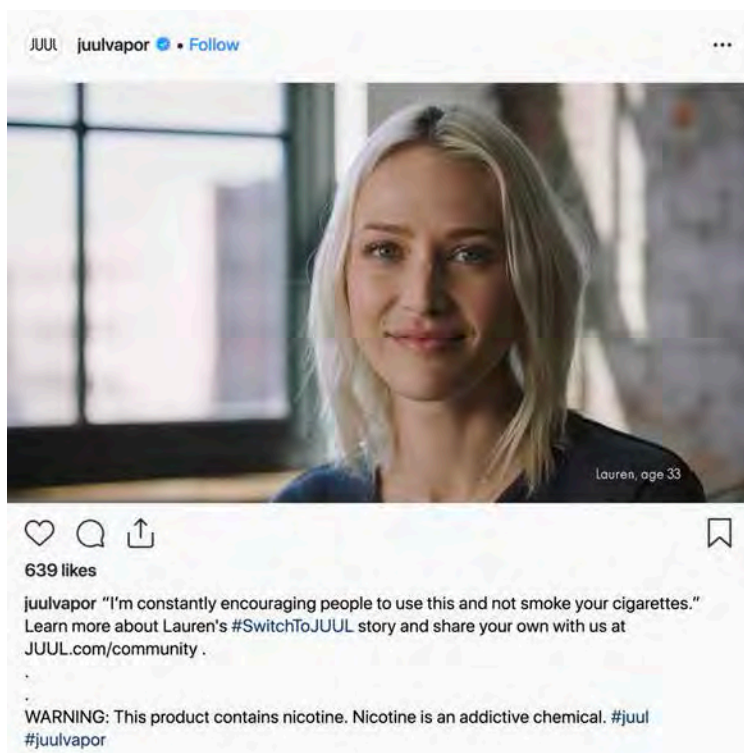
Like Comment Share



## Advertisement 65



## Advertisement 66



Advertisement 67



Advertisement 68






## Advertisement 69

**JUUL** JUUL  
June 3, 2015 · ⚙️

"For me, they've found the balance -- it gives me the hit I need, with none of the fiddly drawbacks I associate with e-cigs."  
Thanks to Aaron Souppouris at Engadget for the review. Read more through the link:



JUULVAPOR.COM  
**Introducing JUUL - Smoking Evolved**  
Check it out: <https://www.JUULvapor.com>

11 4 Comments

Like Comment Share

## Advertisement 70

**JUUL** JUUL  
June 30, 2015 · ⚙️

"A stunning addition to the world of electronic cigarettes" - #OaknIron  
Read reviews by WIRED, TechCrunch, The Verge and more:



JUULVAPOR.COM  
**Introducing JUUL - Smoking Evolved**  
Check it out: <https://www.JUULvapor.com>

4 1 Share

Like Comment Share

Write a comment...  
Press Enter to post

## Advertisement 71

**JUUL** **JUUL**  
January 19, 2017 · 🌐

Introducing our newest flavor, Mango!

Available February 1st online and in select authorized retail locations for a limited time.

Pre-sale begins today at <https://www.juulvapor.com/shop-pods/>



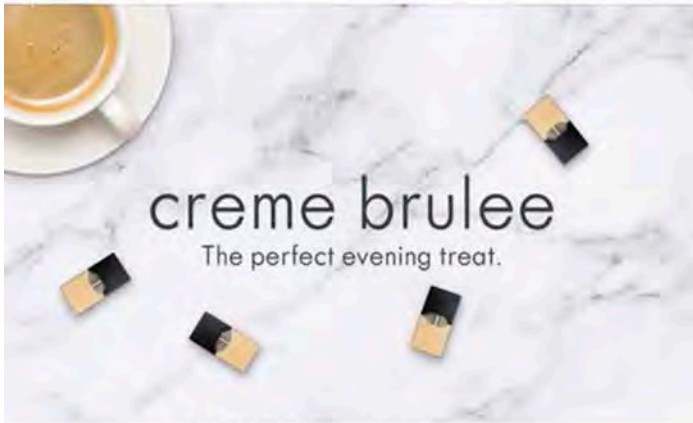
76 74 Comments 6 Shares

Like Comment Share

## Advertisement 72

**JUUL** **JUUL**  
December 6, 2017 · 🌐

With the flavors of vanilla cake, silky custard and of course creme brulée this JUULpod is the perfect evening treat. <http://bit.ly/2BCBZqS>

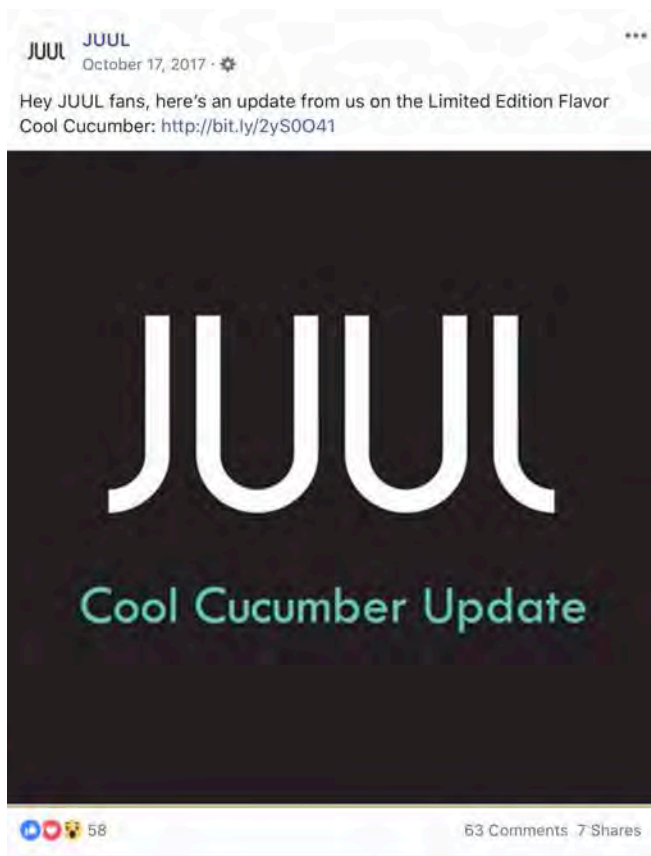


20 13 Comments

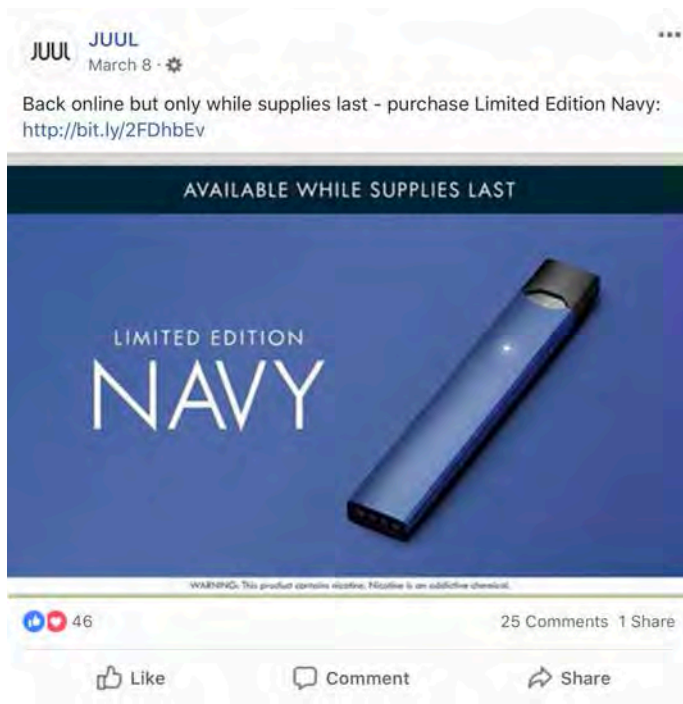
Like Comment Share



### Advertisement 73




### Advertisement 74



## Advertisement 75

**JUUL** March 19 · 🌐

Go for the gold. Limited Edition Blush Gold arrives this week at select retailers nationwide. Use our store locator to contact locations near you for availability. <http://bit.ly/2polMRt>



83 119 Comments 11 Shares

Like Comment Share

## Advertisement 76

**JUUL** January 4, 2016 · San Francisco, CA · 🌐

Read up on what our featured chefs created to pair with our pod flavors in this article by [Por Homme](#). Read up, try them out, enjoy!



PORHOMME.COM

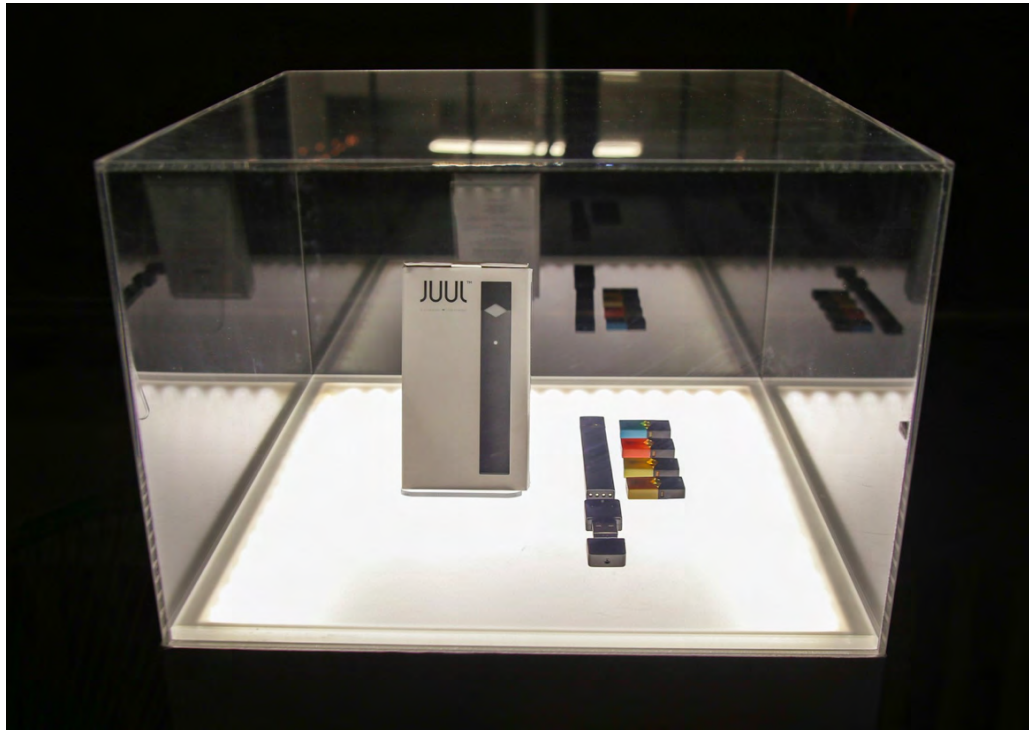
**JUUL's 'Save Room' Campaign Yields 3 Special JUUL Recipes**

JUUL's 'Save Room' campaign features three chefs and three delicious

5 6 Comments



**Advertisement 77**



**Advertisement 78**



## Advertisement 79



## Advertisement 80

**COACD** INVITES YOU TO  
**THE JUUL PRODUCT LAUNCH PARTY /**  
 FROM THE MAKERS OF PAX

**MUSIC BY**  
 CHAPMAN / illuminati AMS / May Kwok  
 + Special Guest Performance

**THURSDAY JUNE 4TH**

**coacd** • Follow

danocastilostudio they imao cc @nejika

coacd @travisdeluca would love to see u 🙌👏

coacd @kircherabdul in town Wed/thurs.

coacd @mynamesdiana get ur ID ready 📄

**juulvapor** #JUUL #JUULvapor #👏👏  
 @coacd

petergiangbang Cool!! I'll be back in time from Nicaragua! Put me on the list :) hope your well !!

coacd @petergiangbang yes sir ! 🙌

**51 likes**

JUNE 1, 2015

Add a comment...



## Advertisement 81

**CINESPIA PRESENTS**  
**SLUMBER PARTY**  
**MOVIES ALL NIGHT**  
**FEATURING**  
**"CAN'T HARDLY WAIT"**  
**"SCREAM" AT MIDNIGHT**  
**"CRUEL INTENTIONS"**  
**SATURDAY AUGUST 15**  
**HOLLYWOOD FOREVER**

**JUUL**  
 August 11 · 🌐

Hello Los Angeles. We have tickets for you to the sold-out Movies All Night Slumber Party hosted by Cinespia this weekend. All you have to do is:

- 1) Follow our Twitter ➡ <https://twitter.com/JUULvapor> and Instagram ➡ <https://instagram.com/juulvapor/>
- 2) Make a public post tagging #JUULallnight along with our account and our favorites will get a pair of tickets 🍷 — at Hollywood Forever.

Like · Comment · Share

👍 2 people like this.

Write a comment...

Press Enter to post.

@ · 11 Aug 2015

@JUULvapor giving away 2 tickets to SOLD OUT Cinespia got me like...#JUULallnight 🍷🍷🍷

@ · 12 Aug 2015

Let's slumber under the stars this Saturday! #JUULallnight